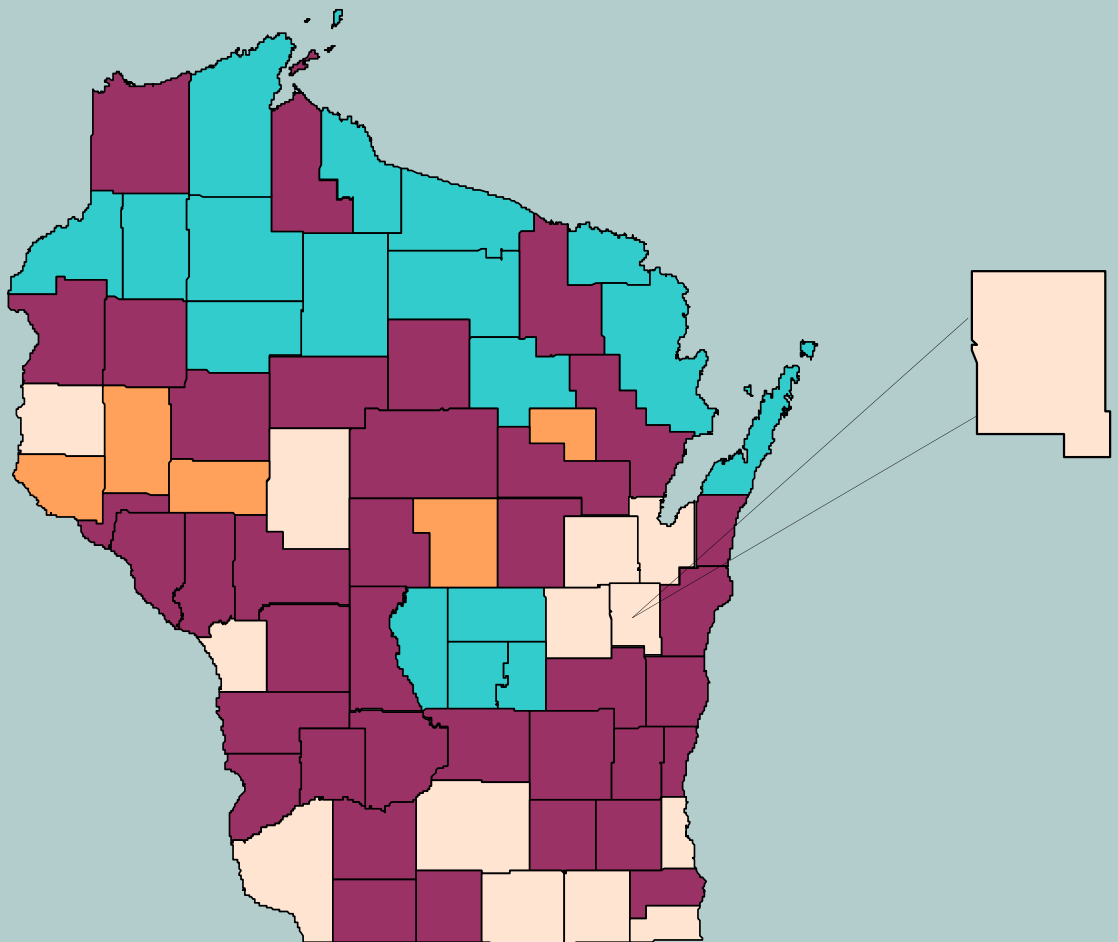


# Calumet County Workforce Profile

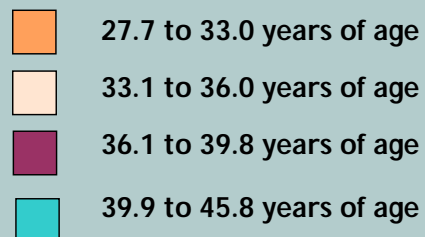
Median Age by County, 2000



Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

The population of Calumet County grew at an estimated rate of 2.1% in 2001, continuing a pattern of phenomenal growth which has placed the county among the fastest growing counties in the state. This growth well outpaces both the annual growth of the state and national population, which was a modest 0.7%. The addition of 844 residents to the county follows a decade in which the county experienced an impressive 16.9% growth rate, adding roughly 5,700 new residents. During this same period, Wisconsin's population grew at an 8.5% rate, and the nation reported an 8.7% growth.

Looking at the county from a more regional perspective, Calumet County is considered to be a part of the Appleton-Oshkosh-Neenah, Wisconsin Metropolitan Statistical Area (MSA), as defined by the United States Bureau of Economic Analysis. This MSA, which includes Calumet, Outagamie, and Winnebago Counties added 43,244 new residents over the course of the past decade for a decennial growth rate of 13.7%. Both Outagamie and Winnebago County grew at a slower rate than Calumet County over the past decade, growing at 13.8% and 11.1%, respectively. However, given their relatively larger populations, each of these counties reported

greater numbers of new residents than Calumet County. However, given the disparity in growth rates, there is reason to believe that the gap in population between the three counties is closing.

In analyzing the substantial period of growth that the county has progressed through in the 1990's, one interesting pattern to examine is the growth of the county's housing stock. In Calumet County, 25.5% of the county's housing units were built within the last decade. Comparing the total number of housing units in 2000 with those reported in the 1990 census, nearly 3,300 new units were added to the Calumet County housing stock, for a specific new growth rate of 26.4%. Similarly, Outagamie County reported a new housing growth rate of 20.6%, and Winnebago County a rate of 15.3%. This suggests that growth patterns in the metropolitan area are centered in the northern and eastern portions of the region.

When examining changes in the Calumet County population over the course of the past year and decade, another interesting factor to consider is the composition of the population with respect to prior

*(Continued on page 2)*

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Calumet County	40,631	41,475	2.1%

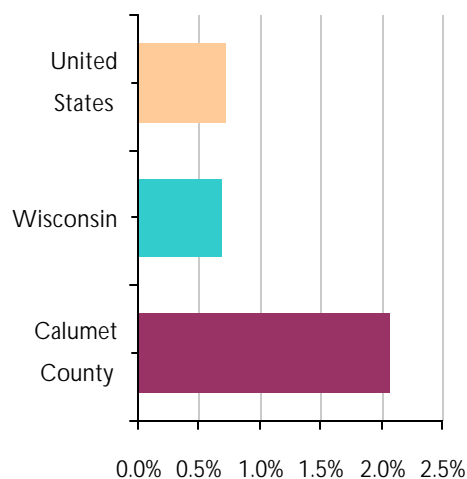
### Ten Largest Municipalities

Appleton, City *	10,974	11,133	1.4%
Harrison, Town	5,756	6,169	7.2%
Chilton, City	3,708	3,767	1.6%
New Holstein, City	3,301	3,300	0.0%
Brillion, City	2,937	2,964	0.9%
Sherwood, Village	1,550	1,630	5.2%
New Holstein, Town	1,457	1,473	1.1%
Brillion, Town	1,438	1,455	1.2%
Brothertown, Town	1,404	1,404	0.0%
Stockbridge, Town	1,383	1,393	0.7%

\* Calumet portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001

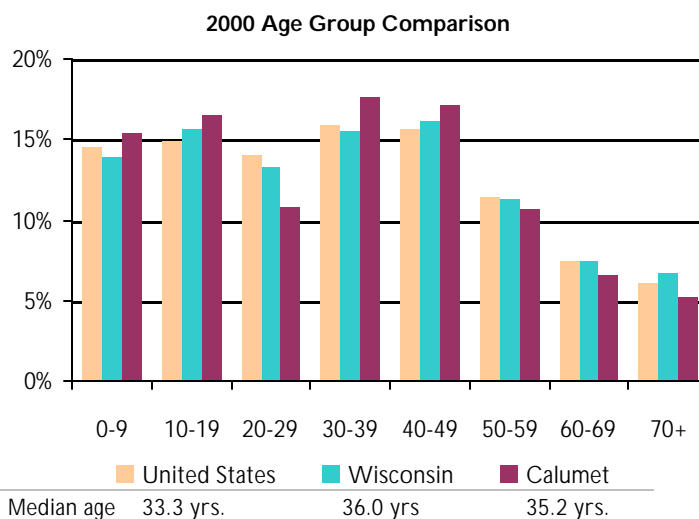




residence. This serves as an indication of the extent of migration into the county. In 1995, 38.2% of the county's population lived in a different residence than in 2000. Of that nearly forty percent, 14.8% lived somewhere else within Calumet County, 18.8% lived elsewhere in Wisconsin, and 4.5% resided somewhere in the United States.

Shifting our attention to municipal population growth, the Town of Harrison and Village of Sherwood grew at the fastest rate among the ten largest municipalities in the county in 2001. The City of Appleton continues to be one of the fastest growing municipalities in the state, with the Calumet County portion growing by 1.2% over the past year. Over the course of the 1990's, the city grew by 6.7%, with the majority of the growth in the city occurring in Calumet County.

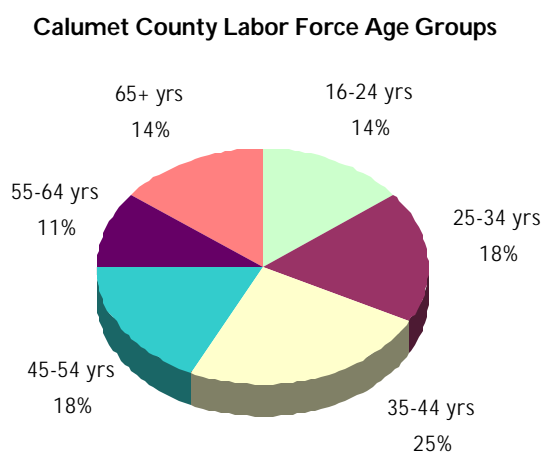
Another key characteristic of the population of Calumet County that impacts the county's labor force is the relative age of the population. This distribution is illustrated in the chart to the left. The median age of Calumet County's population in 2000 was 35.2 years, which ranks below the state median of 36 years, but above the national median age. The



Source: US Department of Commerce, Census Bureau, *Census 2000*

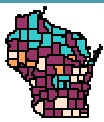
highest concentration of the county's population is in the 0-9 and 30-39 age cohorts. This reflects the presence of a significant number of young families with young children. Conversely, the county has proportionately smaller numbers of persons aged fifty and above than the state, although the county's levels remain above the national distribution. The impact of the relatively young character of the county's population on the future of the labor force is significant, as we shall see.

## County Civilian Labor Force

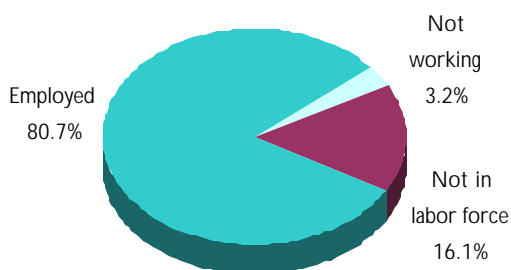


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

As mentioned above, the relatively young face of the Calumet County population bears a significant impact on the future vitality of the labor force. The distribution on the left illustrates this as it presents the distribution of the labor force eligible population by broad age cohorts. The first and most evident trend is that a majority of the labor force eligible population in the county (57%) is under the age of forty five. The implication of this is that, over the next twenty years, these workers will be progressing through the majority of their working years and will either be entering retirement or the maturity of their working life. However, their continued attachment to the labor force is significant as demographic factors in other parts of the state have led to fears of significant labor shortages in the near future. Calumet County will not share the same fate.

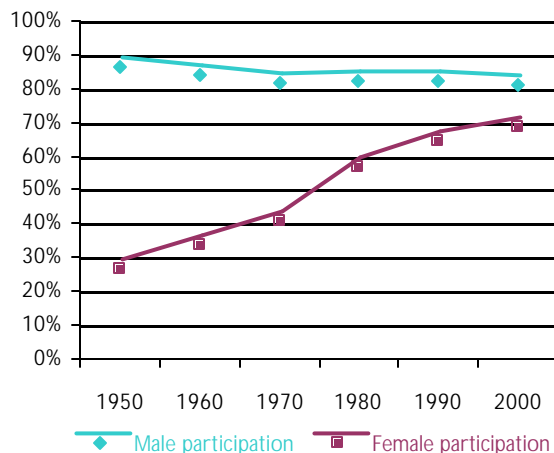


### 2001 Labor Force Participation



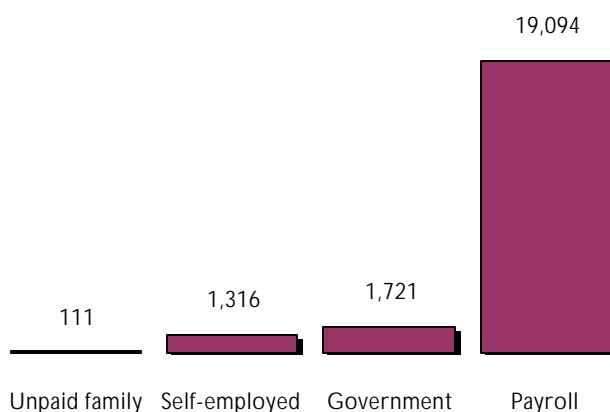
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

In 2001, the labor force participation rate of Calumet County was 83.9%. This represents a slight decrease of 0.4% from the 84.3% labor force participation rate of 2000. In comparison to the state and nation, the Calumet County rate is significantly higher than Wisconsin's rate of 73.5%, which increased by 0.7% over the past year, or the nation's rate of 66.9%, which actually represents a 0.3% decline over 2000. Much of this great disparity is attributed to the presence of a relatively young workforce, as previously discussed which has a greater propensity to be employed than an older population. Additionally, Calumet County's location in the Fox River Valley, which has experienced significant employment growth in a diverse number of industries has bolstered labor force participation in the area. However, it is important to note that aggregate labor force participation in the county and metropolitan area has been declining since 1997.

Another interesting aspect of participation in the labor force was illustrated with the release of the most recent census. As shown in the trend analysis on the left, the labor force participation rate among the male and female populations in the county has experienced a period of divergent growth over the course of the past fifty years. Beginning in 1950, the male labor force participation rate remained relatively stable, although there has been a slight decline during this period. This decline is a result of increased diversification in the economy with a move away from more traditionally male-dominated industries, such as manufacturing, and the decline of agriculture in the county. Conversely, the female labor force participation rate has increased exponentially over the course of the past fifty years. While the social forces leading to increased participation among



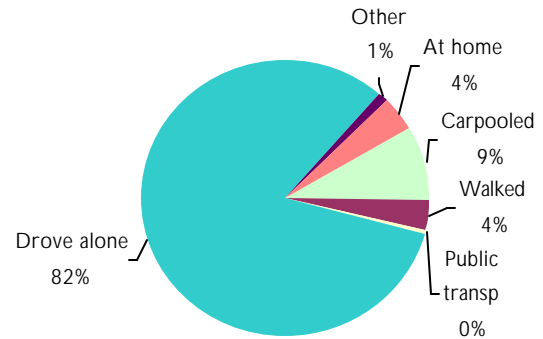
## State of Wisconsin - Calumet County

females have been explored in a variety of media, the growth in is primarily a function of increased opportunity in the economy through a pattern of industry diversification.

A third aspect of the labor force that is vital to come to a concise understanding of the Calumet County workforce is the distribution of the workforce by types of employment. A vast majority of the county's workforce is employed in payroll, or private employment. A significantly lesser share is employed in government positions, are self-employed, or are considered unpaid family workers.

Moving from where people in Calumet County work to how they get to work each day, the chart to the right illustrates the distribution of the county's labor force by means of commuting. A clear majority of the county's workforce, 91% either drive alone or carpool to work each day. Also of significance is the fact that nearly none of the respondents stated that they utilized public transportation as their primary means of transportation. This is somewhat surprising, given that the City of Appleton has a relatively well-developed public

**County Travel-to-Work Patterns**



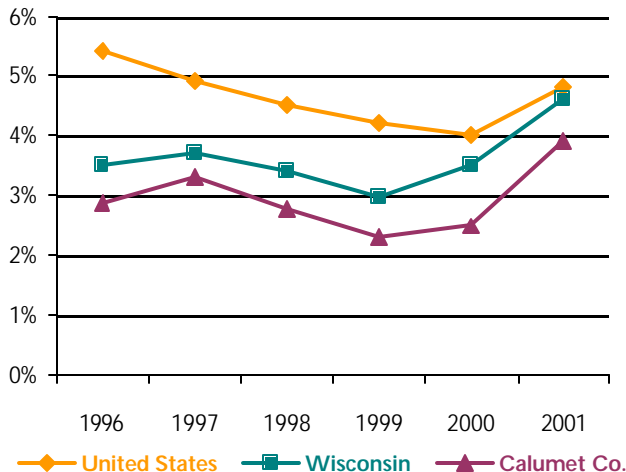
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

transit system. However, the lack of any viable transit option in the rest of the county makes the use of public transportation impossible for a majority of the county's labor force.

While specific commuting patterns will not be updated until later this year, the disparity between employed workers in the county and total jobs available in the county, which amounts to nearly 14,000 persons suggests that a strong commuting base exists in the county. These workers commute into the other counties in the metropolitan area, as well as Manitowoc County to the east.

Shifting our focus briefly to consider the unemployed labor force, the trend analysis to the left illustrates changes in the unemployment rate in Calumet County, Wisconsin, and the United States between 1996 and 2001. Due to rapidly growing industries, the presence of a large number of opportunities in the surrounding region, and a relatively small labor force, the unemployment rate in Calumet County, while rising significantly throughout 2001 remained below both the state and national average over the course of the past five years.

**Unemployment Rate Comparison**



**Calumet County Civilian Labor Force Data**

	1996	1997	1998	1999	2000	2001
Labor Force	24,800	25,100	25,100	24,700	25,300	25,900
Employed	24,100	24,300	24,400	24,100	24,700	24,900
Unemployed	710	830	690	560	640	1,000
Unemployment Rate	2.9%	3.3%	2.8%	2.3%	2.5%	3.9%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	12,442	12,601	12,341	12,637	12,746	11,933	-6.4%	-4.1%
<b>Goods Producing</b>	6,520	6,421	6,086	6,435	6,329	5,448	-13.9%	-16.4%
Construction & Mining	569	569	533	642	694	560	-19.3%	-1.5%
Manufacturing	5,952	5,852	5,553	5,793	5,635	4,888	-13.3%	-17.9%
Durable	5,125	4,982	4,764	4,987	4,888	4,118	-15.8%	-19.6%
Nondurable	827	870	789	805	747	770	3.0%	-6.9%
<b>Service Producing</b>	5,921	6,180	6,255	6,202	6,417	6,485	1.1%	9.5%
Transportation, Communications & Utilities	277	284	283	289	292	275	-6.1%	-0.7%
Total Trade	2,524	2,704	2,685	2,630	2,779	2,786	0.3%	10.4%
Wholesale	517	578	632	645	714	718	0.4%	38.8%
Retail	2,007	2,126	2,053	1,985	2,065	2,068	0.2%	3.0%
Finance, Insurance, and Real Estate	320	307	315	319	348	335	-3.5%	4.7%
Services & Misc.	1,379	1,445	1,466	1,410	1,413	1,594	12.8%	15.6%
Total Government	1,421	1,440	1,507	1,554	1,585	1,495	-5.7%	5.2%

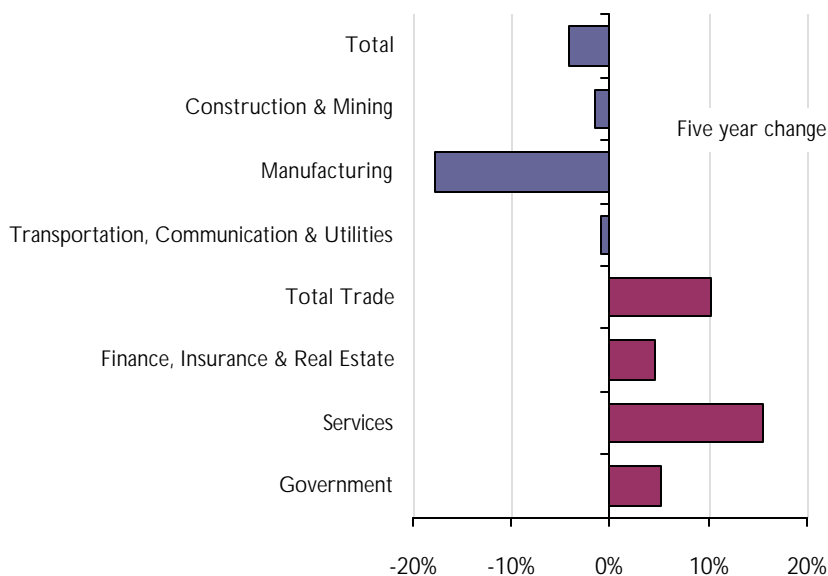
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Moving back to examining the employed labor force of Calumet County, the table above shows the five year employment levels by major industry levels in the county. A number of divergent patterns are apparent in these figures. First, the sharp decline in manufacturing employment in the county over the course of the past year is significant. What is per-

haps most interesting is that, while durable goods firms have continued to report employment losses, shedding 15.8% of their workforce in 2001, nondurable goods firms, who had reduced their labor force sharply in 1998 and 2000, the industry has begun to exhibit signs of recovery in 2001, posting a modest three percent gain. This gain helped temper the aggregate decline in the manufacturing sector. While prospects for continued recovery in nondurable goods employment are promising, durable goods employment continues to lag as a result of sluggish ordering activity and decreased demand from foreign customers.

Similarly, decreases in construction employment over the past year are primarily the result of decreased demand, particularly for residential construction. However, another industry sector that has adjusted to meet changes in demand is the service sector. This sector, which includes such vital industries as financial and business services and healthcare increased employment levels by 12.8% in 2001, adding to a five-year growth rate of 15.6%. Similarly, both wholesale and retail trade reported modest gains.

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Employers

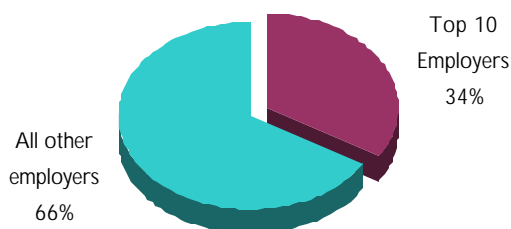
Company	Product or Service	Size
Tecumseh Products Co	Lawnmower and Snowmobile Engines	1,000+
Brillion Iron Works Inc.	Iron Castings	500-999
Ariens Co	Yard and Garden Equipment	500-999
County of Calumet	Government Services	250-499
Western Industries Inc.	Steel Tanks and Cylinders	250-499
Kaytee Products Inc.	Bird Seed	250-499
Amerequip Corp.	Heavy Equipment	250-499
Buechel Stone Corp.	Dimension Building Stone	100-249
Calumet Medical Center Inc.	General Medical and Surgical Hospitals	100-249
Endries Intl Inc.	Fasteners	100-249

### Top 10 Industry Groups

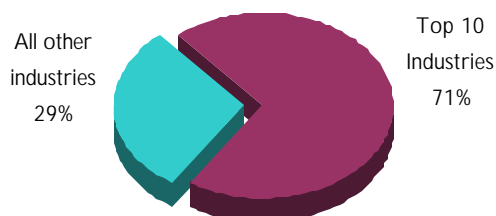
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Industrial Machinery and Equipment	12	2,540	-551	-998
Primary Metal Industries	*	*	*	*
Eating and Drinking Places	47	869	8	22
Food and Kindred Products	7	611	70	80
Fabricated Metal Products	11	611	28	101
Educational Services	*	*	*	*
Health Services	34	599	91	132
Executive, Legislative, and General	15	597	30	81
Wholesale Trade-Durable Goods	22	551	18	163
Food Stores	13	484	29	15

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The list of the top ten employers in Calumet County is virtually changed in 2001 from 2000. However, one significant addition is the presence of Calumet Medical Center, Inc., which reflects the growing importance in healthcare in the region, and state, as a whole. The composition of the top employers in the county is heavily weighted in durable goods manufacturers, with the presence of Brillion Iron Works, Western Industries, Inc., and Ameri-

quip Corp. However, the reputation of the county's economy continues to be primarily focused on consumer products, as evidenced by the continued strong presence of firms such as Tecumseh Products, Ariens, and Kaytee Products. The presence of such secondary firms as Buechel Stone and Endries International, as well as Tecumseh Products and Brillion Iron Works, to a certain degree rein-

(Continued on page 7)





## State of Wisconsin - Calumet County

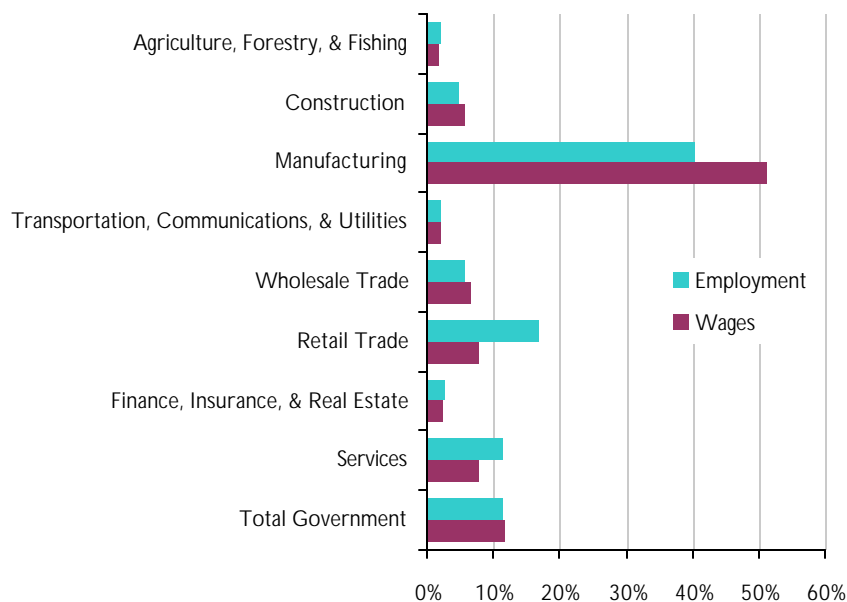
forces the vital position of Calumet County in supporting a number of other firms in the state, across the country, and internationally.

The top ten major industry sectors, which again includes a diverse base of industries, ranging from durable goods industries such as industrial machinery, primary metal producers, and fabricated metal products firms, to service-oriented firms, such as eating and drinking places, health services and food stores, along with the ten largest employers in the

county dominate employment trends in Calumet County. Of the resident workforce in the county, 34% are employed by one of the top ten employers, and 71% of the county's labor force is employed by one of the ten largest industry sectors in the county.

Another key factor in determining the face of Calumet County's workforce is the level of wages paid in the county. In 2001, the average annual wage of Calumet County was \$26,528. This represents a decrease of 0.4% over 2000 and remains 14.2% below the state average of 30,922. A number of industry-specific averages are also significantly lower than the state average. Average wages in finance, insurance, and real estate firms are particularly low, averaging 41.4% below the state average. Similarly, wages in transportation, communications, and utilities firms are an average of 34.7% below the state benchmark. Similar disparities exist in all major industries except agriculture, forestry, and fishing, which is nearly equal to the state average. The relatively low wage levels paid in the county may fuel the large commuting base present in the county. The low wages are also offset by a low cost of living.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Calumet Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 26,528	\$ 30,922	85.8%	-0.4%	16.4%
Agriculture, Forestry, & Fishing	\$ 22,689	\$ 22,565	100.6%	3.9%	35.6%
Construction	\$ 32,661	\$ 39,011	83.7%	5.9%	23.8%
Manufacturing	\$ 33,713	\$ 39,739	84.8%	0.8%	15.6%
Transportation, Communications, & Utilities	\$ 24,107	\$ 36,639	65.8%	6.3%	27.6%
Wholesale Trade	\$ 29,355	\$ 40,521	72.4%	-0.3%	17.8%
Retail Trade	\$ 12,432	\$ 14,596	85.2%	2.2%	33.7%
Finance, Insurance, & Real estate	\$ 24,050	\$ 40,933	58.8%	-0.7%	29.7%
Services	\$ 18,175	\$ 28,775	63.2%	5.8%	25.6%
Total Government	\$ 27,313	\$ 33,785	80.8%	2.4%	18.7%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



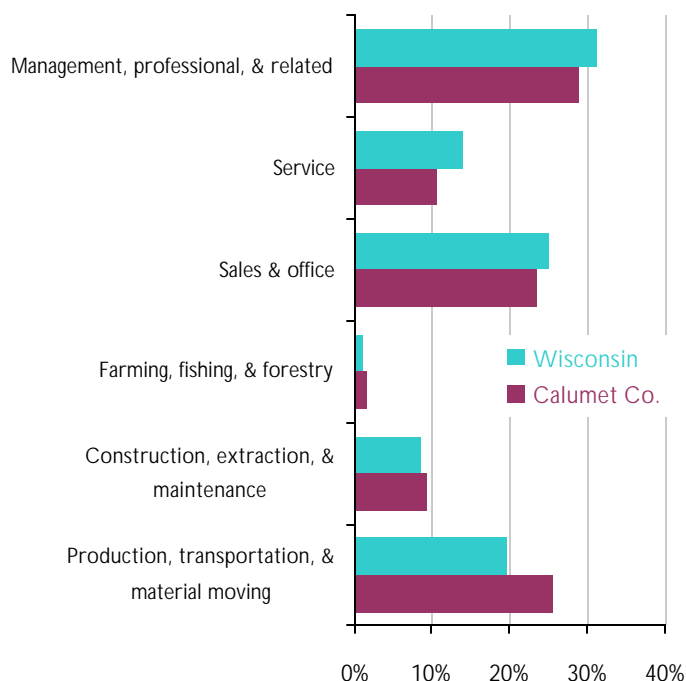


## Occupation and Education Characteristics of County Population

Two additional facets of the Calumet County labor force which are vital to an understanding of the forces driving the county's economy are the occupational distribution and educational attainment of the county's labor force.

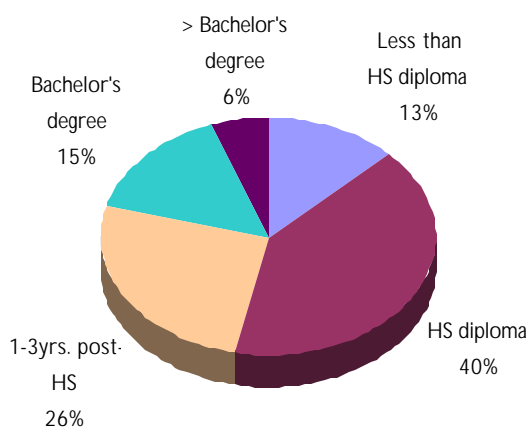
The chart to the right illustrates the distribution of the county's labor force by broad occupational categories, as reported in Census 2000. A number of interesting patterns emerge from this distribution, which compares the county's distribution to a similar distribution for the state. First, the percentage of workers employed in production, transportation, or material moving occupations is significantly higher in Calumet County than in the state. This is primarily due to the relative concentration of the county's industries in manufacturing concerns, particularly in durable goods manufacturing. In contrast, fewer workers in Calumet County are employed in "white collar" occupations, such as management, professional occupations, service occupations, and sales and office positions. This disparity suggests that the county's industry composition has not diversified to as great a degree as the state has over the course of the past decade. Similarly the relatively high distribution of workers in farming, fishing, and forestry occupations demonstrates the continued strong presence of agriculture in the county.

Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Another important facet of the county's labor force is its educational attainment. The distribution of the population aged 25 and over by highest level attained is illustrated in the chart to the left. A few key points should be made concerning this distribution. First, given the relative importance of manufacturing and other traditional industries in Calumet County, the large share of the population possessing a high school diploma is neither surprising nor alarming. Additionally, the relatively small share of workers with an advanced degree, which primarily consists of workers engaged in professional occupations in the medical and legal fields further supports the dominance of industries such as manufacturing and wholesale trade. A large percentage of the Calumet County population (26%) reported completing between one and three years of postsecondary education. Despite the fact that the Census does not contain a category for associate's and vocational degrees, the presence of a strong technical college system and emphasis on traditional industries appears to suggest that a large number of this group possesses one of these degrees.



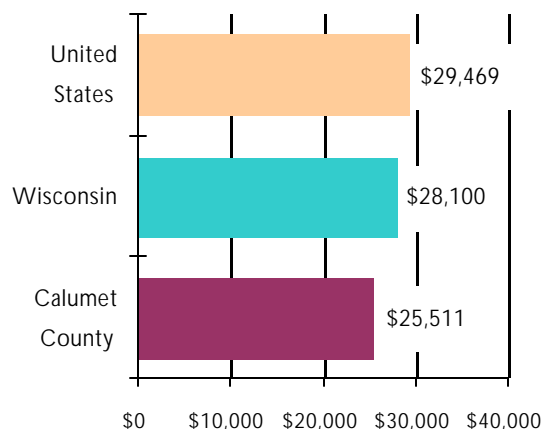
## County Income Information

A final key aspect of the Calumet County economy that is vital to a complete understanding of the county's workforce is the distribution of income in the county. There are a number of different methods to measure the relative income levels of the county's population. The first, and most popular method is the median household income. In 1999, the median household income of Calumet County's nearly 15,000 households was \$52,569. This level is significantly higher than the state median of \$43,791. This is also the highest level in the metropolitan area.

At first, this disparity may seem somewhat surprising, particularly given the relatively low wage level paid by employers in the county. However, these low wages are tempered by a large commuting base which resides in the county but commutes into Outagamie and Winnebago Counties for work, where average wages are significantly higher than the state average. Additionally, a large number of dual income households are present in the county, further increasing household income.

A second measure of the relative wealth of Calumet County is seen in the measure of the number of individuals reporting income levels below the federal poverty limit in 1999. In Calumet County, 2.6% of families, 3.5% of individuals, and 15.6% of single mother families lived in poverty.

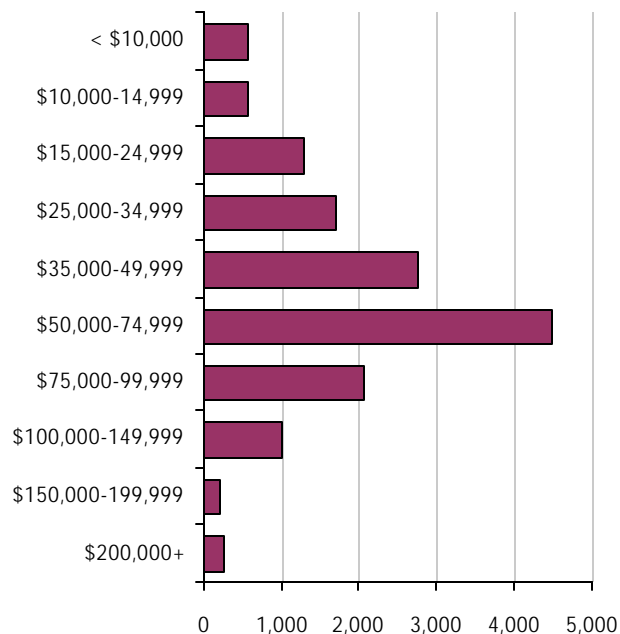
Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Households by Income Range

Median household income in Calumet Co. \$52,569



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A final measure of income is per capita personal income, which includes other sources of income besides salary and wages. In 2000, the per capita personal income of Calumet County was \$25,511, which is lower than both the state and national figures for the same year. This is primarily due to relatively low wage levels in the county.

Components of Total Personal Income: 2000

